

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 107338  
**Alt Order #:** 06860064  
**Product Desc:** OBAMA ADD  
**Estimate:** 1905  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 10/01/12 / 10/01/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama for America  
**Demographic:** A35+  
**Product Codes:** PLC01-Democrat  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	13	\$27,355.00	\$23,251.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$27,355.00	\$23,251.75	0.00
<b>Totals</b>	<b>13</b>	<b>\$27,355.00</b>	<b>\$23,251.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	25%	\$27,355.00
Market	100%	\$109,420.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$27,355.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$26,260.80
KTUD	1%	\$1,094.20
KVVU	20%	\$21,884.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$5,471.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1			\$625.00		0.00			

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Advertiser: Obama for America  
 Product Desc: OBAMA ADD  
 Estimate: 1905

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$625.00		0.00						
E 2	KSNV	10/02/12	10/08/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	1		\$425.00		0.00						
E 3	KSNV	10/02/12	10/08/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	1		\$325.00		0.00						
E 4	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$4,000.00		0.00						
E 5	KSNV	10/08/12	10/08/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
REVOLUTION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M-----	1		\$3,200.00		0.00						
E 6	KSNV	10/04/12	10/04/12	Thurs PR 8-9p Thursday Prime 8-9pm	CM	8-9pm	---T---	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
THE OFFICE/ PARKS & REC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	---T---	1		\$2,400.00		0.00						
E 7	KSNV	10/05/12	10/05/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$2,600.00		0.00						
E 8	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
DATELINE NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	----F--	1		\$3,200.00		0.00						
E 9	KSNV	10/07/12	10/07/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
SUN NT FB: SD @ N ORLEANS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S	1		\$10,000.00		0.00						
E 10	KSNV	10/02/12	10/08/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	2	\$250.00	1	0.00	NM	2	\$500.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$250.00		0.00						
E 11	KSNV	10/02/12	10/08/12	Last Call w/Carson Daly Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	2	\$40.00	3	0.00	NM	2	\$80.00
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	MTWTF--	2		\$40.00		0.00						
													Totals	13	\$27,355.00